

SEPTEMBER 2012 – AUGUST 2015

Health Market

FROM
HEALTH RESEARCH
TO BUSINESS

Training Seminar

“Intellectual Property Management & Open Innovation in Health/Life Science”

22 June 2015

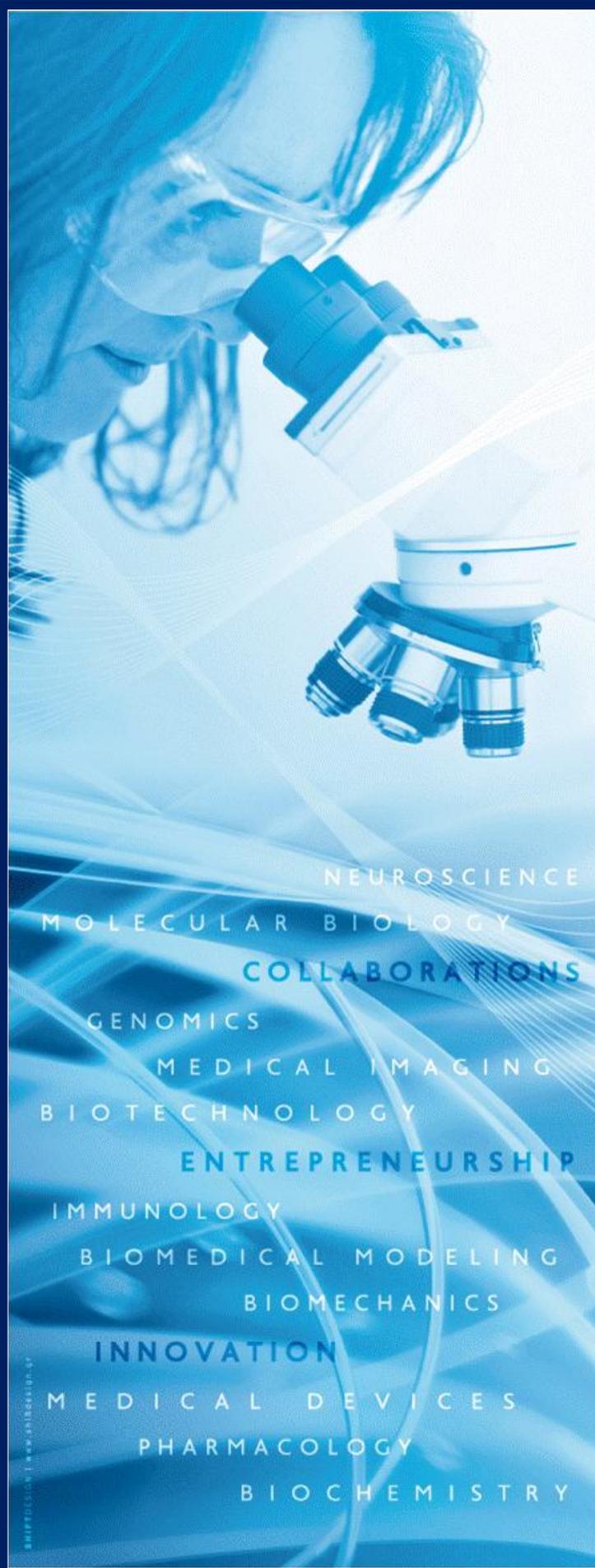
Startup Braga

Braga, Portugal

www.health2market.eu



Health-2-Market has received funding from the European Union's Seventh Programme for research, technological development and demonstration under grant agreement No 305532



NEUROSCIENCE

MOLECULAR BIOLOGY

COLLABORATIONS

GENOMICS

MEDICAL IMAGING

BIOTECHNOLOGY

ENTREPRENEURSHIP

IMMUNOLOGY

BIOMEDICAL MODELING

BIOMECHANICS

INNOVATION

MEDICAL DEVICES

PHARMACOLOGY

BIOCHEMISTRY

Dear reader

The Health-2-Market Team is in the pleasant position to present to you the next training seminar **"Intellectual Property Management & Open Innovation in Health/Life Science"** that will take place on **22nd June 2015** at **Startup Braga**, Braga, Portugal. Join us to find out how to bring your research results to the market.

Our Rationale

Intellectual property is often considered as an impediment to openness. While this may be true in some circumstances, it is increasingly becoming clear that intellectual property is a critical tool to govern **open innovation**. This **seminar will explain the need for open innovation in the health/life science sector** and **provide examples of how intellectual property management can play a critical role** in developing open innovation by facilitating both research collaborations and the utilization of research results. **The goal of the seminar will be to show how health/life science firms, innovation systems actors and research groups can create greater value in their R&D activities through an intellectual property management approach to open innovation.**

Our Target Group

- **Researchers** who are interested in building utilization capabilities to strengthen their research output
- **Entrepreneurs** in the life sciences who want better analytical tools to develop commercialization strategies
- **Technology Transfer Professionals** who wish to enhance their holistic ability to evaluate academic research
- **University Manager** who want better models to support the governance of research and innovation
- **Policy Makers** who wish to create better regulations and policies to support university research and innovation

Learning outcomes

The participants will learn to:

- Identify opportunities where open innovation can support research and commercial goals
- Recognize different types of open innovation models and degrees of openness
- Understand the use of intellectual property as a means to govern openness
- Understand the use of licensing and other contractual mechanisms to manage open innovation for development and commercialization
- Identify background and foreground intellectual property in collaborative technology development

From whom

The organizers of the seminar: Health Cluster Portugal, Startup Braga (local organizers) **and Europa Media Non-Profit Ltd** (Health-2-Market project partner).

Health Cluster Portugal (www.healthportugal.com)

The **Health Cluster Portugal** is a private non-profit association that currently brings together over 150 members, including R&D institutions, universities, hospitals, organisations from civil society, and companies in the areas of pharmaceuticals, biotechnology, medical technologies, and services. Together, these organisations develop innovative projects in areas such as translational and clinical research, active and healthy ageing, and eHealth, with the purpose of turning knowledge into new solutions that contribute to the improvement of human health and wellbeing. And also together, HCP members work to make Portugal the right place to invest and build partnerships in Health.

Startup Braga (<http://www.investbraga.com/startup/>)

Startup Braga is an innovation hub designed to assist the inception and development of high potential entrepreneurial projects for international markets. In partnership with Microsoft Ventures we provide business acceleration programs for startups with global ambitions. By belonging to this network, startups can have access to: workspace, value added resources and services provided by a network of corporate partners, and a network of national and international mentors and specialist in various fields. The partnership with the International Iberian Nanotechnology Laboratory- INL and Braga Hospital created all conditions to push MedTech and NanoTech startups forward.

Europa Media Non-Profit Ltd (<http://europamedia.org/>)

Europa Media Non-Profit Limited is an independent, non-profit organization based in Budapest, Hungary. **Europa Media's** mission is to provide the public with clear, structured and concise information regarding the complex structure of the European Union and the available funding opportunities it offers. Since its establishment in 2003, **Europa Media** has been working to provide and present dispersed and highly technical information regarding EU policies, funding opportunities and programmes in a streamlined and simplified manner to potential stakeholders in Europe and worldwide. To this end, **Europa Media** has developed, launched and publicized a variety of information sources and tools including web platforms, publications and events. Additionally, Europa Media is a leading European training provider, with more than 100 trainings, comprehensive e-courses, e-training services and other web-based information systems successfully developed and organized.

Training provider: University of Gothenburg

University of Gothenburg is responsible for the seminar curricula and training. The University of Gothenburg is recognized as **one of the best institutions of innovation, entrepreneurship and intellectual property management** in the world in the field of knowledge-based business, so rated by national as well as international institutions. Strong research and attractive study programmes attract scientists and students from all around the world. 37 000 students and 6 000 employees make the University a large and inspiring place to work and study, with a continuous flow of new knowledge and ideas.



Mr. Bowman Heiden is currently the Deputy Director of Center for Intellectual Property (CIP), which is a joint development center for knowledge-based business development between University of Gothenburg and Chalmers University of Technology. Previously he was Innovation Director for the Qatar Science & Technology Park, where he was responsible for driving innovation strategy and intellectual property policy. As deputy director of CIP, Mr. Heiden currently manages the internationalization of the CIP platform and strategic industry relationships. His previous work at CIP involved strategic program

development specifically focused on the building of collaborative innovation platforms to facilitate the creation and development of knowledge-based business. In this role Mr. Heiden has co-developed the Intellectual Capital Management Master program (ICM), which is a graduate education in knowledge-based business development and management for business, engineering, and law students. Mr. Heiden is also co-founder of the Gothenburg International Bioscience Business School (GIBBS), a graduate education that develops real bioscience ventures in an imbedded pre-incubator, and CIP Professional Services, which provides IP and business development services to both established firms and technology start-ups. Mr. Heiden has also developed CIP FORUM, which has grown to one of the leading knowledge-based business events worldwide. Current interests include the development of next generation university innovation systems and IP-based open platforms in the telecommunication sector.

Mr. Heiden holds degrees in engineering and technology management and his PhD work is in the field of innovation and entrepreneurship with a focus on intellectual property and open innovation knowledge-based sectors.



Mr. Christoffer Hermansson is currently working as Project Manager at the Centre of Intellectual Property (CIP), the joint development center for knowledge-based business development between University of Gothenburg and Chalmers University of Technology. One of his key areas is to develop education and educate students from interdisciplinary backgrounds in law, business, life-science and engineering focusing on knowledge based business development and management. Mr. Hermansson is currently teaching in master level educations at both the University of Gothenburg and Chalmers University of Technology.

Mr. Hermansson holds a Master in Law from the University of Gothenburg with a specialization in intellectual capital management and strategic business development.

Programme

09:00-09:05 Welcome note

09:05-09:20 Introduction to seminar

09:20-10:20 Introduction to Open Innovation

Presentation of the concept of open innovation in different contexts and the reason for its emergence and growth in the knowledge economy

10:20-10:40 Coffee break

10:40-11:30 IPR and the Utilization of Research

Presentation of intellectual property rights and their use in the utilization of research results, in particular, through commercial processes

11:30-12:15 Open Innovation – An IPM Approach

Presentation of open innovation from a knowledge management perspective where Intellectual property is used to facilitate access and regulate openness

12:15-13:30 Lunch

13:30-14:15 Introduction to Licensing

Presentation on the fundamentals of licensing as a core tool for open innovation

14:15-15:30 Introduction to Intellectual Asset Management

Presentation of a more comprehensive knowledge management framework to support the utilization of research

15:30-16:00 Coffee break

16:00-17:30 Case: IAM and the Utilization of Academic Research

Case study of a university-based biomedical innovation to illustrate the key aspects of using IAM to support the utilization of academic research

17:30-18:00 Discussion

Cost

All seminar and speaker costs are carried by the EU-funded Health-2-Market project. Travel and hotel costs for participants cannot be reimbursed. Participation is free of charge

Participation for the training is free of charge but registration is mandatory.

Please click [here](#).

Registration will be open until 15 June 2015

www.health2market.eu



Venue

The seminar will take place at the **Startup Braga**, Braga, Portugal.

Address:

Edifício GNRATION

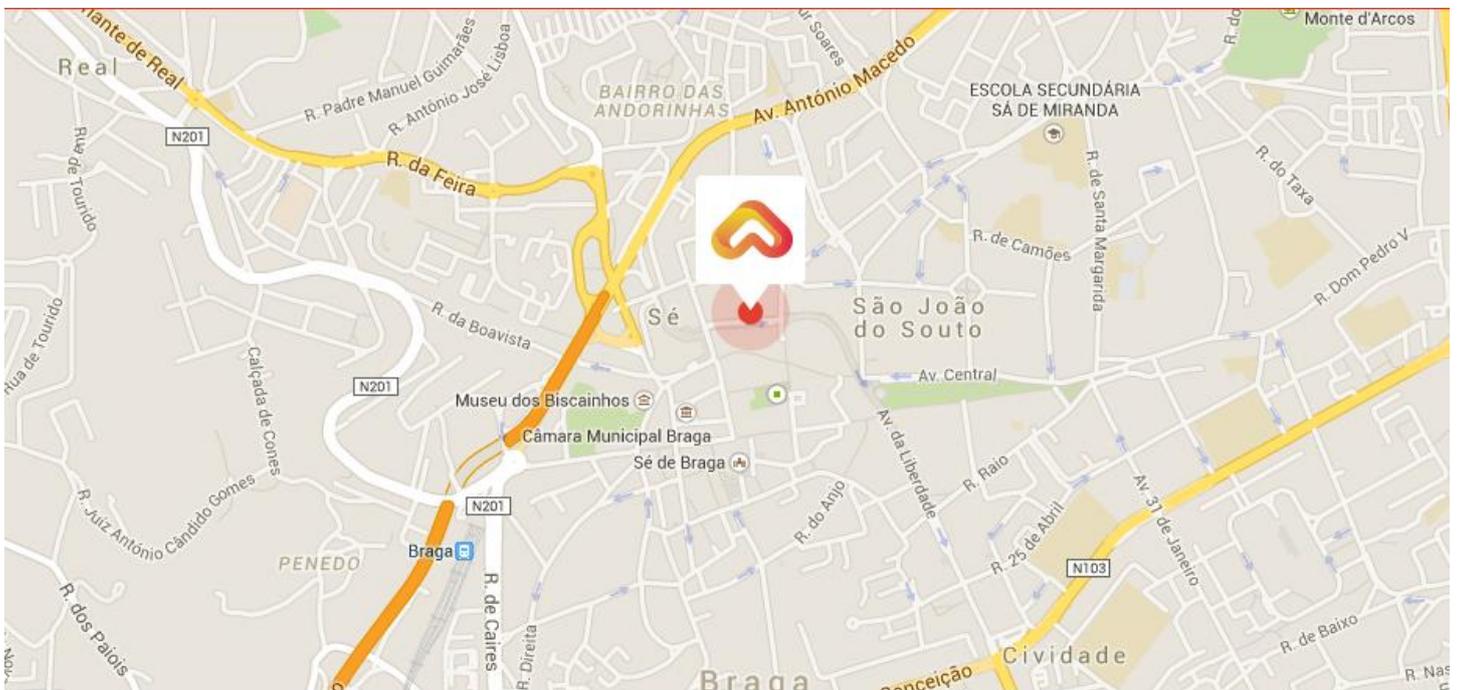
Praça Conde Agrolongo, nº123

4700-312 Braga, Portugal

Website: www.startupbraga.com

E-mail: info@startupbraga.com

GPS: N 41° 33' 11.73" W 8° 25' 33.33"



For more information, please visit our website!

How to get to Startup Braga: http://health2market.eu/seminar/15/how_to_get_there

Accommodation: <http://health2market.eu/seminar/15/accomodation>